2020 MEDIA KIT
Your Direct Path to Indirect Sales Strategies

CHANNEL VISION magazine
Marketing Partners

Due to its vast scope and scalability, the indirect channel is an increasingly important distribution strategy for a converging and convulsing telecom and IT landscape. ChannelVision’s bi-monthly magazine (along with its Web site, digital properties and events) is a direct conduit to the array of indirect distributors serving telecom/IT decision makers. Each issue puts your message in front of nearly 20,000 telecom agents, IT VARs, MSPs and integrators, as well as other types of channel distribution partners, selling all manner of voice, data, access, managed and business services.

To make sure your message gets seen, ChannelVision surrounds it with relevant and compelling editorial that avoids the over-covered, looks beyond the hype and filters out some of the noise – a leveling perspective that also proves important within this ever-evolving business environment.

Coverage Areas

Emergent
Short articles, fast facts and infographics covering hot topics, leading-edge technologies and emerging developments that are likely to impact the channel landscape

International Agents
Partner opportunities on a global scale

At Your Service: XaaS
Covering the on-demand IT world (SaaS, PaaS, IaaS)

Core Communications
The latest in telephony and communications services

Mobile & Wireless
Untethered updates and research relevant to the channel

Zettabytes
Wholesale bandwidth, fiber maps, big pipe connectivity and how it is being used (IoT, M2M, video, big data.)

Cyber Patrol
IT security and the channel

Virtual Realities
SDN/NFV and the virtualization of networks and resources

Channel Management
B2B sales and marketing strategies; partner management

Buyer’s Side
Surveys and research on the changing plans, needs and behaviors of telecom/IT decision makers

Customer Wins
Briefs on big wins, big deals and case studies

ICYMI
Random channel news bytes, new hires and new products

As much as 80 percent of SMB technology spending continues to move through indirect channels

ADDITIONAL BEKA SERVICES

✔ ChannelVision Magazine / Print, Flip Book & Digital
✔ Webinars
✔ Lead Gen
✔ Blogs / Content Writing
✔ Company Profiles / Q&A
✔ Sponsorships: Newsletters, Playbooks & Digital Books

✔ CVx Shows
✔ VSA Awards
✔ Online Banners
✔ White Papers
✔ Show Dailies & Show Guides (WISPA & INCOMPAS)
✔ CV TV: Booth interviews
Circulation

ChannelVision magazine has a controlled circulation of 30,300 providers and indirect distributors of communications, network, IT and cloud-based business services.

<table>
<thead>
<tr>
<th>Category</th>
<th>Circulation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Telecom Agents/Dealers</td>
<td>10,250</td>
</tr>
<tr>
<td>IT VARs &amp; MSPs</td>
<td>10,150</td>
</tr>
<tr>
<td>Carriers &amp; Network Service Providers (NSPs)</td>
<td>9,900</td>
</tr>
<tr>
<td>Total</td>
<td>30,300</td>
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</tbody>
</table>

Issue Dates

<table>
<thead>
<tr>
<th>2020 Issues</th>
<th>Bonus Distribution*</th>
</tr>
</thead>
<tbody>
<tr>
<td>January/February</td>
<td>CVx @ IT EXPO; Mobile World Congress; PTC; NTCA; Enterprise Connect; WISPAmerica</td>
</tr>
<tr>
<td>March/April</td>
<td>ChannelPartners; RSA Global; Network Interop</td>
</tr>
<tr>
<td>May/June (Master Agent Directory)</td>
<td>ITW</td>
</tr>
<tr>
<td>July/August</td>
<td>CompTIA; Prepaid Press</td>
</tr>
<tr>
<td>September/October</td>
<td>ChannelPartners; INCOMPAS; WISPAPAL00ZA; CTIA/GSMA; CCA</td>
</tr>
<tr>
<td>November/December</td>
<td>CVx @ IT EXPO; PTC</td>
</tr>
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2020 Email Blast Rates

<table>
<thead>
<tr>
<th></th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
<th>24x</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$1000</td>
<td>$700</td>
<td>$500</td>
<td>$350</td>
<td>$300</td>
</tr>
</tbody>
</table>

2020 Web Advertising Rates

<table>
<thead>
<tr>
<th>Position</th>
<th>Pixels</th>
<th>6 Months</th>
<th>12 Months</th>
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</thead>
<tbody>
<tr>
<td>Background Banner</td>
<td>130w x 750h per side</td>
<td>$3,000</td>
<td>$2,500</td>
</tr>
<tr>
<td>Header Banner</td>
<td>728w x 90h</td>
<td>$2,500</td>
<td>$2,000</td>
</tr>
<tr>
<td>Carousel Banner</td>
<td>150 x 150</td>
<td>$2,000</td>
<td>$1,500</td>
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More than two-thirds of ChannelVision readers are “feet on the street” telecom and IT channel partners

2020 Rate Card*

<table>
<thead>
<tr>
<th>Black &amp; White</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$6,400</td>
<td>$6,100</td>
<td>$5,600</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$5,100</td>
<td>$4,800</td>
<td>$4,400</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$4,400</td>
<td>$4,000</td>
<td>$3,800</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$3,800</td>
<td>$3,400</td>
<td>$3,200</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>$3,100</td>
<td>$2,800</td>
<td>$2,500</td>
</tr>
</tbody>
</table>

*Additional charges for Premium Positions may apply

Four-Color

- Four-color add $1,600 to black and white prices.
- Process red, blue or yellow add $1,000 per color.
Material Specifications

MATERIALS

Printing: Heat-set Web offset process, CMYK (Only)
Trim size: 8 1/8 x 10 7/8
Binding: Saddle-stitched
Columns: up to 3 to a page

Single file formats are the preferred methods for ads. High Res PDF, EPS or Image files such as Tif and Jpeg. We can also accept Indesign, please include all fonts and graphics at 300dpi x physical size Note that we use a CMYK color process.

Please note: Due to variances in the web press, please be sure the live area of your ad is at least a 1/4-inch from the trim.
Files can be emailed to channelvision@bekapublishing.com or sent via ftp.

CLOSING

Beka Business Media must receive advertising materials by the materials date published in CHANNELVISIONS Calendar. Copy to be typeset or designed by Beka Business Media must be received 30 days prior to cover date. If Beka Business Media has not received copy or negatives prior to press time, it may elect to substitute available materials and previously run advertisements in their place. Cancellations not accepted unless received 60 days prior to cover date in writing. Cover date is the 1st of the month stated on the issue and in the advertising agreement unless otherwise specified.

DIMENSIONS

- 2pg spread w/bleed: 16 1/2 x 11 1/8 Trim = 16 1/4 x 10 7/8
- Full Page Bleed: 8 3/8 x 11 1/8 Trim = 8 1/8 x 10 7/8
- 1/2 Page (Two columns): 4 5/8 x 7 3/8
- 1/2 Page (Horizontal non-bleed): 7 x 4 7/8
- 1/3 Page (Vertical): 2 1/4 x 10
- 1/3 Page (Two columns): 4 5/8 x 4 7/8
- 1/3 Page (Horizontal): 7 x 3 1/4
- 1/4 Page (Vertical): 3 5/8 x 4 7/8
- 1/6 Page (Vertical): 2 1/8 x 4 7/8